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1973

KOREAN TOYS

Korea Trade Promotion Corporation

Foreword

For grown-ups, talking about a toy is quite difficult, but children have their own interesting and curious way of talking about toys. "To make a toy for children is telling them something about the world and man," a toy manufacturer once said.

This goes for our toy industry itself. It is now young and virile. In this country they plant inventive imagination into the children's hearts; overseas, they bring new friends into the family.

When our nation's ten toy manufacturers decided to participate in the toy fair, and asked for our cooperation in the task, we were up for it all the way. We must come through strong in this exhibition.

The first step in this project is this catalogue, to give those who attend the exhibit a quick look at our products and to use as a simple reference. Further information is available on request by directly contacting the manufacturers or through KOTRA'S overseas branches.

Sincerely,

Kwang Ho Ahn
President
Korea Trade Promotion Corporation

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Cover:

The child is father of the man, and a toy can be that for a child. For children, dreams, wisdom and courage can develop through their toys, as the drawing alludes.

Crayon pastel drawing done jointly by Lee Jeen Se, second grade, Suk Bong Kwang, third grade, and Choi Yong Seuk, third grade of the Kyung-gi Primary School, Seoul.

ANIMAL KINGDOM

3A Bear(PPTZ), Acrylic BOA, length × high : 24cm × 27cm, 162g

3B Bear, Acrylic BOA, 35cm × 25cm, 310g

3C Bear, Acrylic BOA, 35cm × 28cm, 260g

3D Dog, Acrylic BOA, 22cm × 15cm, 250g

3E Rabbit, Acrylic BOA, 24cm × 27cm, 162g

3F Rabbit, Acrylic BOA, 28cm × 20cm

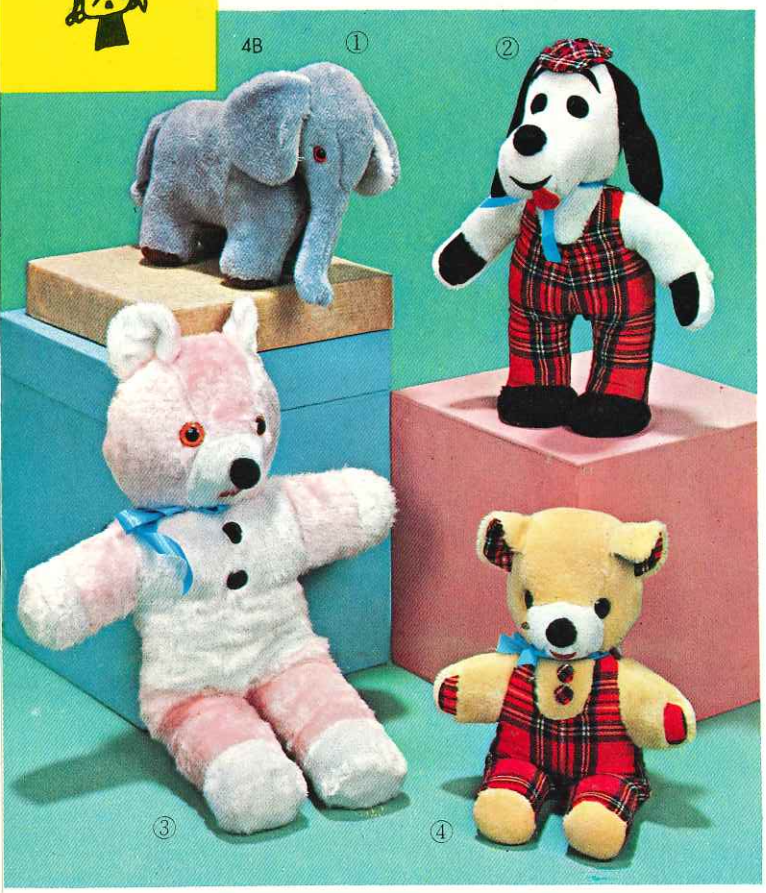
3G Begging rabbit, Acrylic BOA, 25cm × 18cm, 115g

3H Sleeping dog, RCY, 21cm × 15cm, 110g

3I Lying dog, BOA, 35cm × 18cm, 240g

3J Bear, Acrylic BOA, 27cm × 19cm, 150g

DISNEY TOY CORP.



4A ① Baby bear, BOA,
20cm×17cm(7mm)
② Baby bear, BOA,
19cm×15cm(7mm)
③ Baby bear, BOA,
17cm×14cm(7mm)
④ Baby bear, BOA,
20cm×16cm(7mm)
⑤ Baby bear, BOA,
24cm×18cm(7mm)
⑥ Standing bear, BOA,
32cm×20cm(7mm)
⑦ Standing bear, BOA,
32cm×20cm(7mm)

HANSHIN INDUSTRIAL CO.

4B ① Champion Elephant (9.5″)
② Snoopy (10″)
③ Lucky Bear (23″)
④ Bear (15″)

LIM YANG MOOLSAN CO., LTD.

5A ① Ragdy Doll, Cotton, 16″ h.
② Radgy Doll, Cotton, 14″ h.
③ Radgy Doll, Cotton, 16″ h.
④ Dog, Rayon Plush, 4.5″ h.
⑤ Dog, RCY, 9.5″ h.
⑥ Jointed Bear, BOA, 9.5″ h.
⑦ Rabbit, RCY, 3.5″ h.

SO YEA INDUSTRIAL CO.

5B ① Droopy Dog, Skin (18″)
② Panda Bear (13.5″)

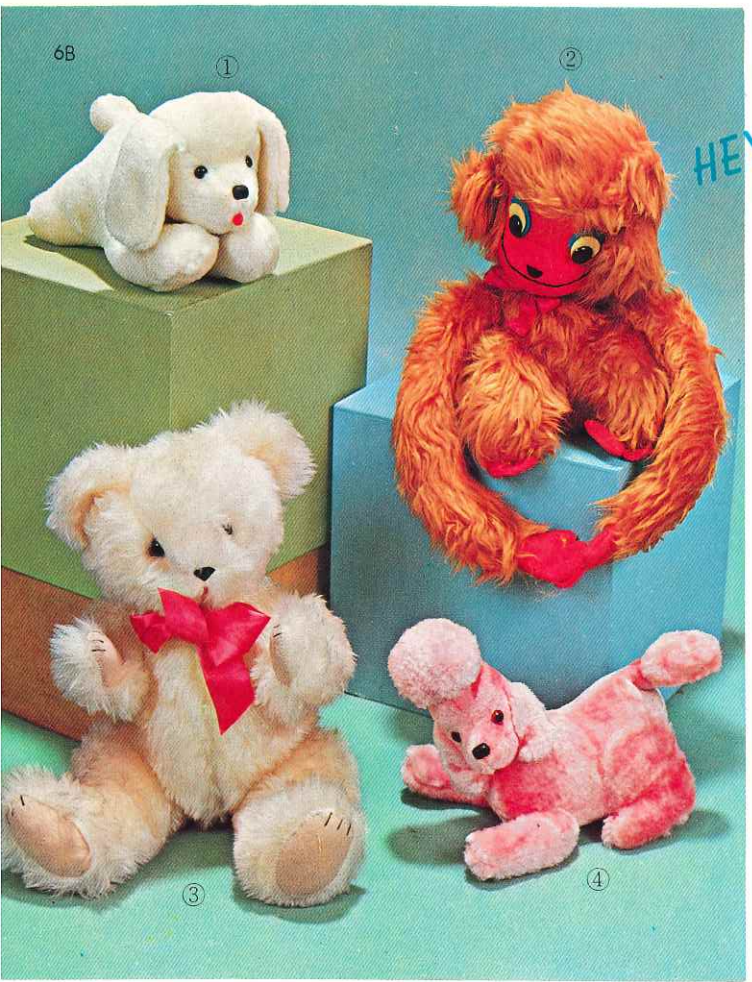
LIM YANG MOOLSAN CO., LTD.

5C ① Sitting Poodle Dog (abt. 9″ H.)
② Chihuahua (abt. 9″ H.)
③ Doggie (abt. 8″L.)
④ Long Haired Doggie
⑤ Gold Bear (abt. 10″ H.)
⑥ Pretty Doggie (abt. 8.5″ H.)

YOO POONG TRADING & IND. CO., LTD.

5D ① Jointed Bear, With moving arm & legs, 11″ h. Acrylic boa fabric 7mm
② Rabbit BOA
③ Kitten, 9″ h. Acrylic boa
④ Baby dog, 5″ h. Acrylic boa
⑤ Rabbit, 12″h.
⑥ Panda, 10″h. Boa 7mm
⑦ Panther, 9″h. Acrylic boa
⑧ Doll, 10″h. Boa 7mm
⑨ Bear, 10″h.
⑩ Chiness bear, 9″h.
⑪ Turtle(bean bag)
⑫ Mouse(bean bag)
⑬ Rabbit(bean bag), 8″h.
⑭ Hipp (bean bag), Acrylic boa
⑮ Rabbit, 10″h. Acrylic boa

SO YEA INDUSTRIAL CO.



HEY! WHAT'S UP?!

6A ① Squirrel, 11″ h. Acrylic boa 10mm & High-pile
② St. Bernard, 12″ h. Acrylic boa fabric 7mm.
③ Begging Rabbit, 12″ h. Acrylic boa fabric 7mm.
④ Joki bear, 18″ h. Acrylic boa fabric 7mm.
⑤ Elephant, 9″ h. Acrylic boa fabric 7mm.
⑥ Elephant, 12″ h. Acrylic boa fabric 7mm.
⑦ Panda bear, 18″ h. Acrylic boa fabric 7mm.
⑧ White dog, 5″ h. Acrylic boa fabric 7mm.
⑨ Pink pooddle, 11″ h Acrylic hi-pile Boa

6B ① Dog, BOA, 5″ h.
② Monkey, High Pile, 12″ h.
③ Jointed Bear, High Pile, 20″ h.
④ Dog, Rayon Plush, 9″ h.

SO YEA INDUSTRIAL CO.

7A

7A ① Johny dog, Acrylic hi-pile, 20cm× 17cm(20mm)
② Mole, BOA, 25cm× 20cm (10mm)
③ Lion, BOA & hi-pile, 23cm× 22cm(7mm, 35mm)
④ Squirrel, BOA & hi-pile, 15cm× 16cm(7mm, 30mm)
⑤ Rabbit, BOA, 16cm× 12cm (7mm)
⑥ Pet dog, BOA, head movable, 23cm× 10cm(7mm)
⑦ Rabbit, BOA, 24cm× 11cm (7mm)

7B ① Camel, BOA, 35cm× 35cm(12mm)
② Bear, sitting, arms & legs movable, BOA, 35cm× 21cm (10mm)
③ Watch dog, boa, 36cm× 18cm(7mm)
④ Bear, sitting, head & legs movable, BOA, 38cm× 20cm(12mm)
⑤ Dog, sitting, BOA, 31cm× 18cm(10mm)
⑥ Bear, 39cm× 23cm(12mm)

HANSHIN INDUSTRIAL CO.

7B

8A

8B

8A ① Bear, Boa
H. 7 $\frac{1}{2}$″ L. 7″ W. 6″
② Lion, Cotton & BOA
H. 10 $\frac{1}{2}$″ L. 7 $\frac{1}{2}$″ W. 7″
③ Bear, Boa & Cotton
H. 12″ L. 15″ W. 7 $\frac{1}{2}$
④ Elephant, BOA
H. 11 $\frac{1}{2}$″ L. 11 $\frac{1}{2}$″ W. 9″
⑤ Frog, Rayon Plush
H. 7″ L. 7″ W. 14 $\frac{1}{2}$″
⑥ Elephant, Boa & Cotton
H. 12″ L. 11 $\frac{1}{2}$″ W. 12″

8B ① Rabbit, Boa
H. 9″ L. 4 $\frac{1}{2}$″ W. 4 $\frac{1}{2}$″
② Dog, High Pile
H. 7 $\frac{1}{2}$″ L. 5″ W. 4 $\frac{1}{2}$″
③ Dog, High Pile
H. 5″ L. 8 $\frac{1}{2}$″ W. 4″
④ Dog, Boa
H. 5 $\frac{1}{2}$″ L. 8″ W. 4″
⑤ Cat, High pile
H. 6 $\frac{1}{2}$″ L. 10 $\frac{1}{2}$″ W. 4 $\frac{1}{2}$″
⑥ Duck, Boa
H. 7 $\frac{1}{2}$″ L. 7″ W. 4″
⑦ Badger, Boa
H. 11″ L. 7 $\frac{1}{2}$″ W. 5 $\frac{2}{4}$″
⑧ Horse, Boa
H. 10″ L. 5 $\frac{1}{2}$″ W. 6″

AE KEE INDUSTRIAL CO., LTD.

9A ① Bear, Fully jointed
② Duck, Fully jointed
③ Bear, Fully jointed

9B ① ② Rabbit
③ ④ Rabbit (boy and girl)

DANNA INTERNATIONAL LTD.

9C ① Rabbit, Acrylic BOA,
24cm× 27cm, 162g
② Panda, Acrylic BOA,
26cm× 23cm, 150g
③ Begging rabbit, RCY,
17cm× 10cm, 195g
④ Sleeping dog, RCY,
21cm× 15cm, 135g
⑤ Sumsuba doll, RCY,
25cm× 22cm, 65g
⑥ Burney rabbit, RCY,
23cm× 15cm, 105g
⑦ Cat, BOA,
19cm× 18cm, 70g
⑧ Running rabbit, BOA,
18cm× 11cm, 70g
⑨ Rabbit, BOA,
15cm× 12cm, 49g
⑩ Bear, Acrylic BOA,
15cm× 12cm, 49g
⑪ Camio cat, RCY,
21cm× 15cm, 110g

DISNEY TOY CORP.

10A ① Bear, Fully jointed
② Raggedy (Ann)
③ Raggedy (Andy)

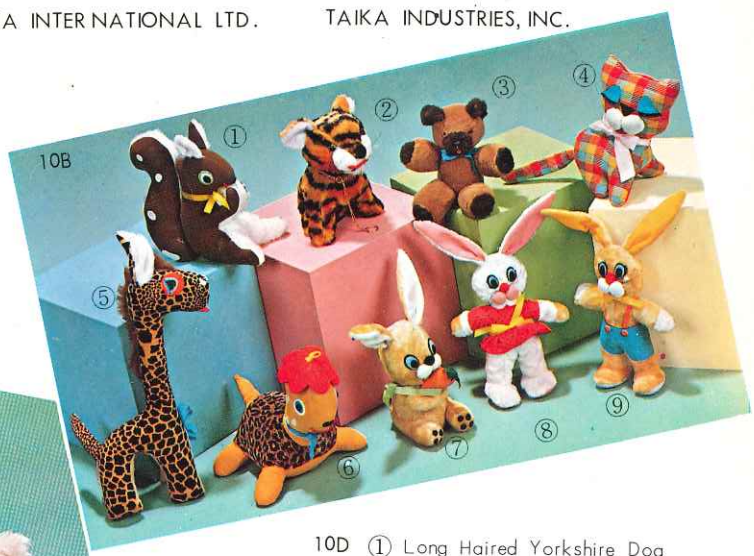
DANNA INTERNATIONAL LTD.

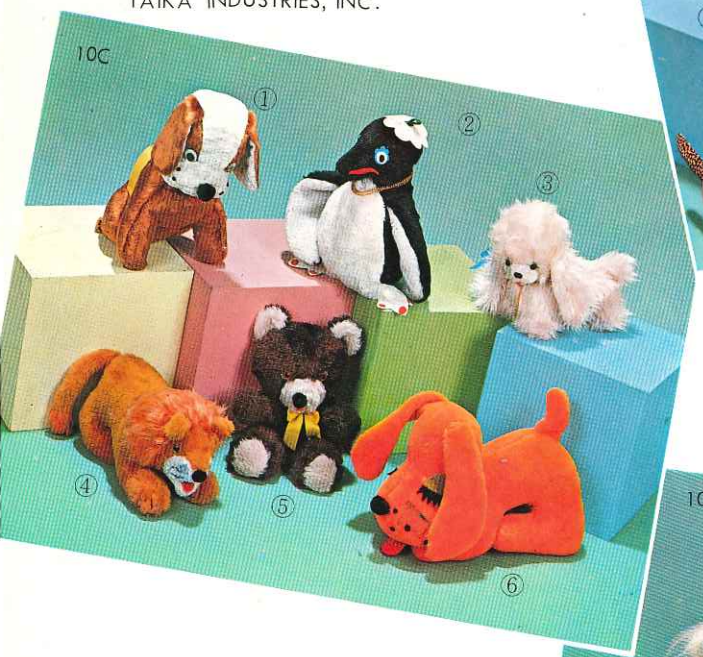
10B ① Squirrel, Tricot 10″ × 9″
② Tiger, Rayon plush 10mm 9″ × 6″
③ Small Bear, Acrylic Boa 7mm 8″ × 8″
④ Cat, Cotton 9½″ × 5½″
⑤ Giraffe, Cotton 17″ × 6½″
⑥ Turtle, Corduroy 9″ × 7″
⑦ Rabbit Love, RCY 4mm 8″ × 5″
⑧ Bunny Rabit (Girl), RCY 4mm 9½″ × 8″
⑨ Bunny Rabbit (Boy), RCY 4mm 9½″ × 8″

TAIKA INDUSTRIES, INC.

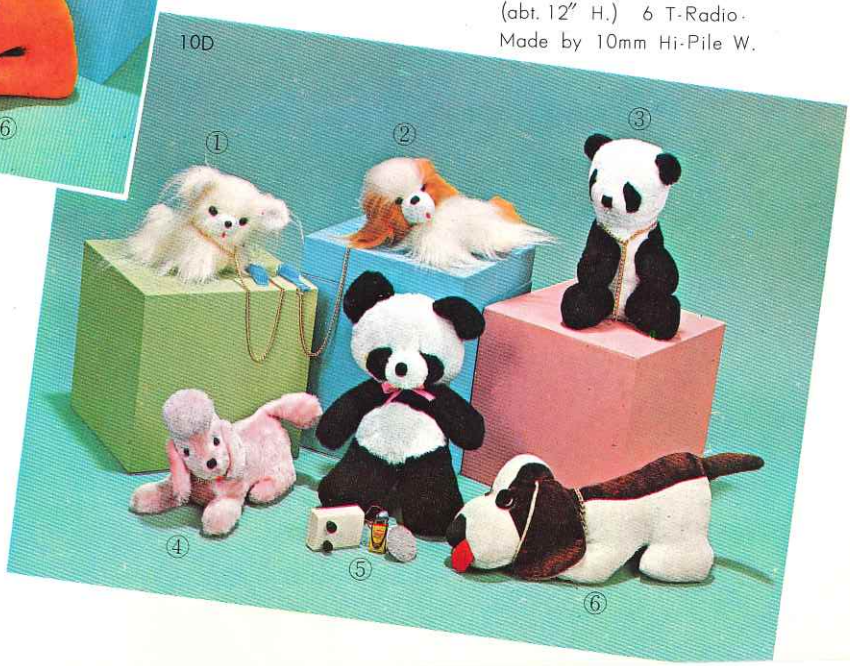
10C ① Sitting Bulldog, Rayon plush
② Penguin, Acrylic Boa 14mm
③ Spitz, High pile 40mm
④ Lion, Acrylic Boa 14mm
⑤ Brown Bear, Acrylic Boa
⑤ Sleeping Dog, Acrylic Boa

TAIKA INDUSTRIES, INC.





10D ① Long Haired Yorkshire Dog (abt. 9″ L.) Made by 90mm Hi-Pile W. 6 T-Radio
② Long Haired Pekinese Dog (abt. 11″ L.) Made by 90mm Hi-Pile W. 6 T-Radio
③ Sitting Panda Bear (abt. 12″ H.) 6 T-Radio · Made by 10mm Hi-Pile W.



10D ④ Poodle, Made by Rayon Plush W. 6 T-Radio (abt. 11 11″ L.)
⑤ Grand Panda Bear (abt. 15″ H.)
Made by 10mm Hi-Pile W. 6 T-Radio
⑥ Groggy Dog (abt. 17″ L.)
Made by R. C. Y. W. 6 T-Radio

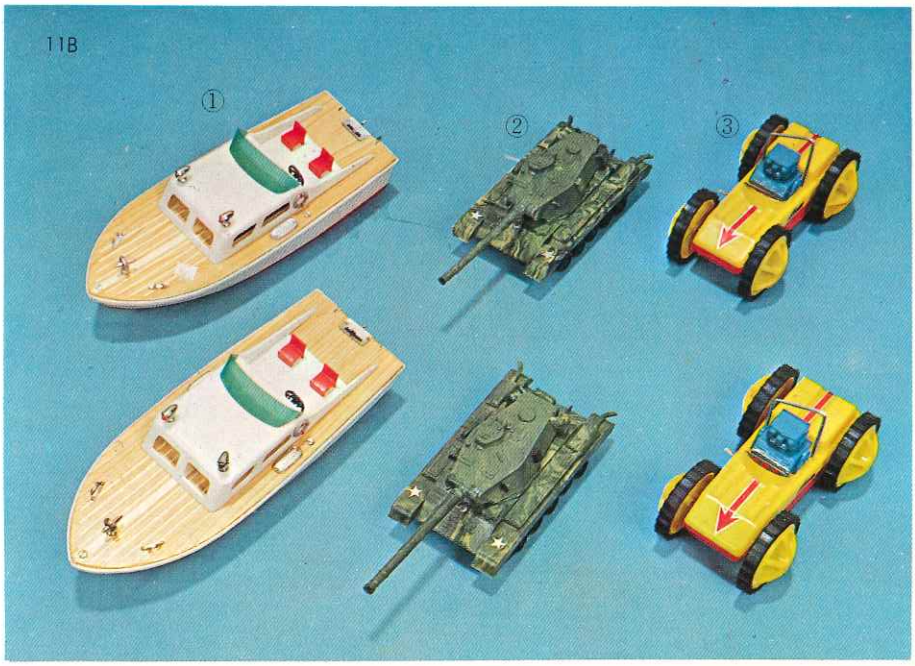
YOO POONG TRADING & IND. CO., LTD.

11A

LAND OF PLAY AND DREAMS

11A ① Boat & oars
length: 130, 150, 170, 225cm
② Arm band, 1 or 2 chambers
③ Surf rider, 36″ × 24″
④ Indian canoe,
length: 39″, 46″
LUCKY CHEMICAL CO., LTD.

11B ① Motor boat,
30cm × 12cm × 14cm,
Power supply:
HR – 15 mini motor × 1
1.5V battery × 2
② M – 41 Tank,
20cm × 9cm × 7cm
Power supply:
HR – 15 mini motor × 1
1.5V battery × 2
③ Lunar rover,
15cm × 6cm × 7cm,
Power supply: HR – 15 mini motor
HAPDONG TECHNICAL CORP.



12A ① Ashamed doll
② Twin brothers doll
③ Funny boy doll
④ Funny girl doll
⑤ Trick baby doll

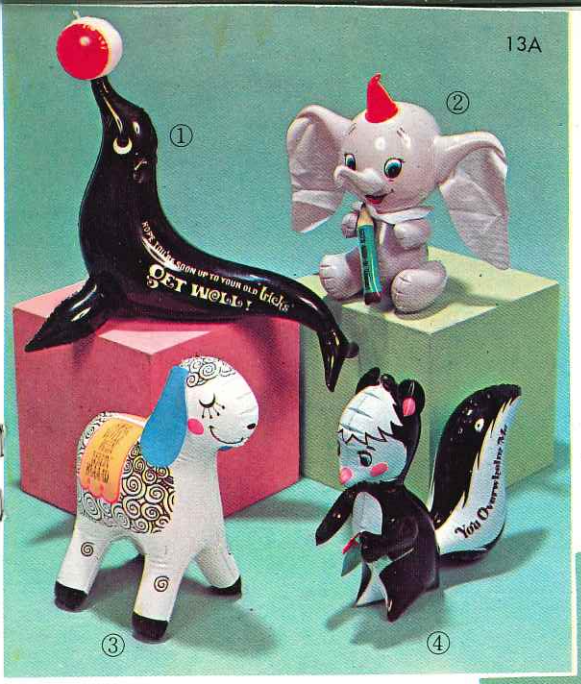
DIAMOND TOY CO., LTD.

12B ① ② ③ Champion baby
④ Singer baby
⑤ Angelina
⑥ ⑦ Keum Un
⑧ ⑨ King baby
⑩ Tum boy
⑪ Pocket baby

SAM HWA TOYS CO., LTD.

12C ① Prank Boy Doll 6″ Tall
② Baby Chick 5″ Tall
③ Joyful Boy Doll 5-3/4″ Tall
④ Sentimental Girl Doll 7″ × 6″
⑤ Bathing Girl Doll 10″ Tall
⑥ High School Boy Doll 4 1/4″ Tall
⑦ Punch Boy Doll 5 1/4″ Tall
⑧ Rabbit with Ball 5 1/2″ Tall
⑨ Lady Cute Doll 10″ Tall

DIAMOND TOY CO., LTD.

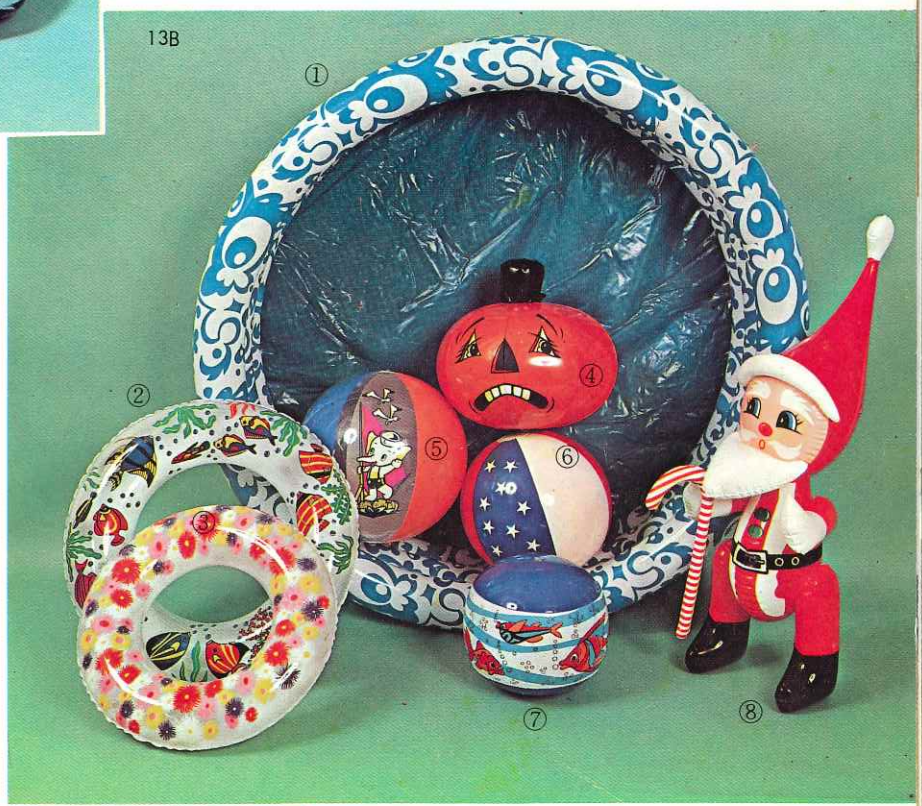


13A ① Seal (20″)
② Elephant (20″)
③ Sheep (20″)
④ Squirrel (20″)

NATIONAL PLASTIC CO., LTD.

13B ① Baby pool, dia. 100cm, 125cm, 150cm
② ③ Swim ring, dia. 20″～24″
④ Pumpkin, dia. 16″, 20″
⑤ ⑥ Beach ball
⑦ Crazy ball
⑧ Santaclaus

LUCKY CHEMICAL CO., LTD.



13C ① Santaclaus
② Rabbit
③ Parrot
④ Beach ball
⑤ Dog

NATIONAL PLASTIC CO., LTD.

14A

14A ① Badminton Racket 19″ Tall
② Jenesse Doll 16½″ Tall
③ Calender Girl Doll 14½″ Tall
④ Miss Korea Girl Doll 17″ Tall
⑤ Bunny Girl Doll 10½″ Tall

DIAMOND TOY CO., LTD.

COME ON.
SEE IF YOU CAN HIT ME !

14B

14B ① Swim Ring (26″)
② Swim Ring-sq (37″)
③ Korea Bear (H 27″)
④ Mr. Bear (H 15″)
⑤ Punch Bag (H 47″)

VICTORY TOY INDUSTRIAL CO., LTD.

14C

14C ① 3 styles
② 4 styles
③ 2 styles
④ 3 styles
⑤ 3 styles
⑥ 6 styles
⑦ 3 styles
⑧ 3 styles
⑨ 2 styles
⑩ 3 styles
⑪ 3 styles
⑫ 3 styles
⑬ 4 styles

WHA YUNG TOYS MFG. CO., LTD.

15A

15A Electronic orgar, type E
(36 keys)

15B ① Electronic organ, type－C
(27 keys)
② Electronic organ, type－G
(36 keys)

EUNPOONG ELECTRONIC CO., LTD.

15B

①

②

15C

15C Galloping hobby horse,
H. 28″ L. 28″ W. 15lbs.

EVER-READY IND. CORP.

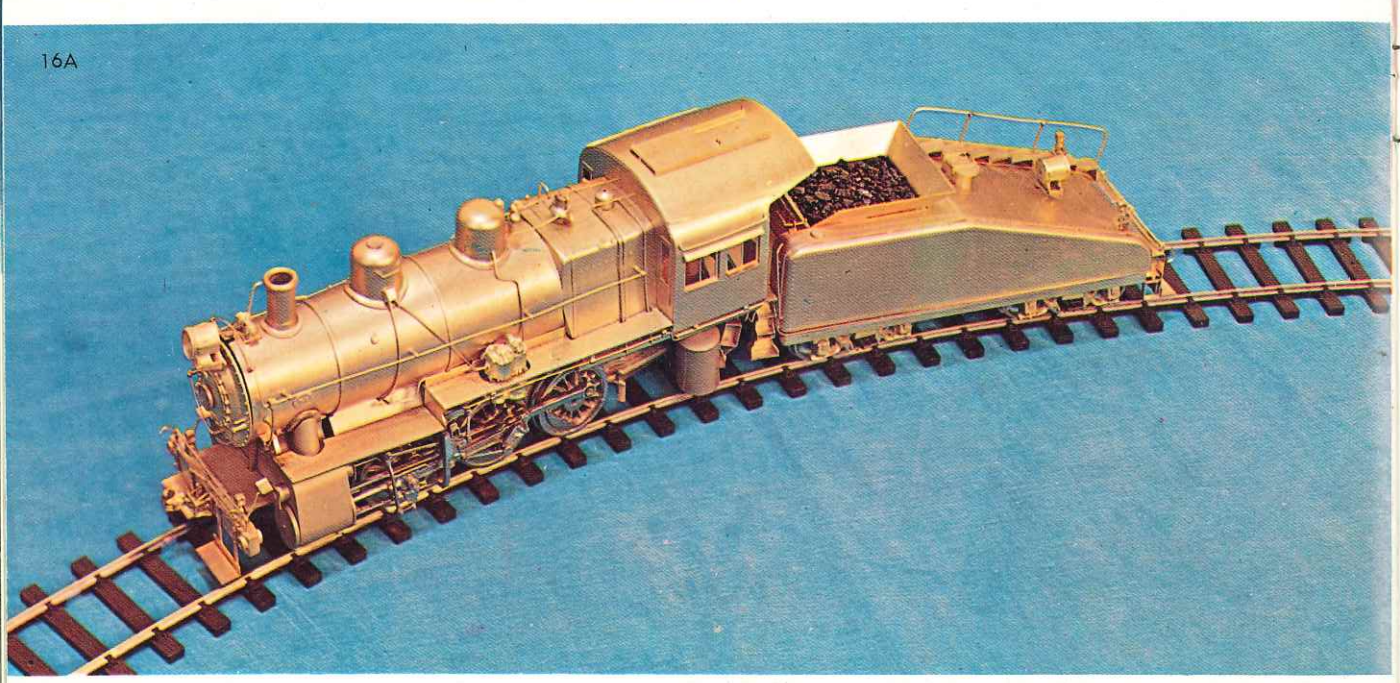
15D

15D ① 7″ Bone
② 4½″ Twin Bone
③ Doughnut
④ 10″ Twist Bar W/Leather Braid
⑤ Lollipop
⑥ Dumbbell
⑦ Shoes
⑧ Base Ball
⑨ Sticks, 3 pcs. 7～8mm

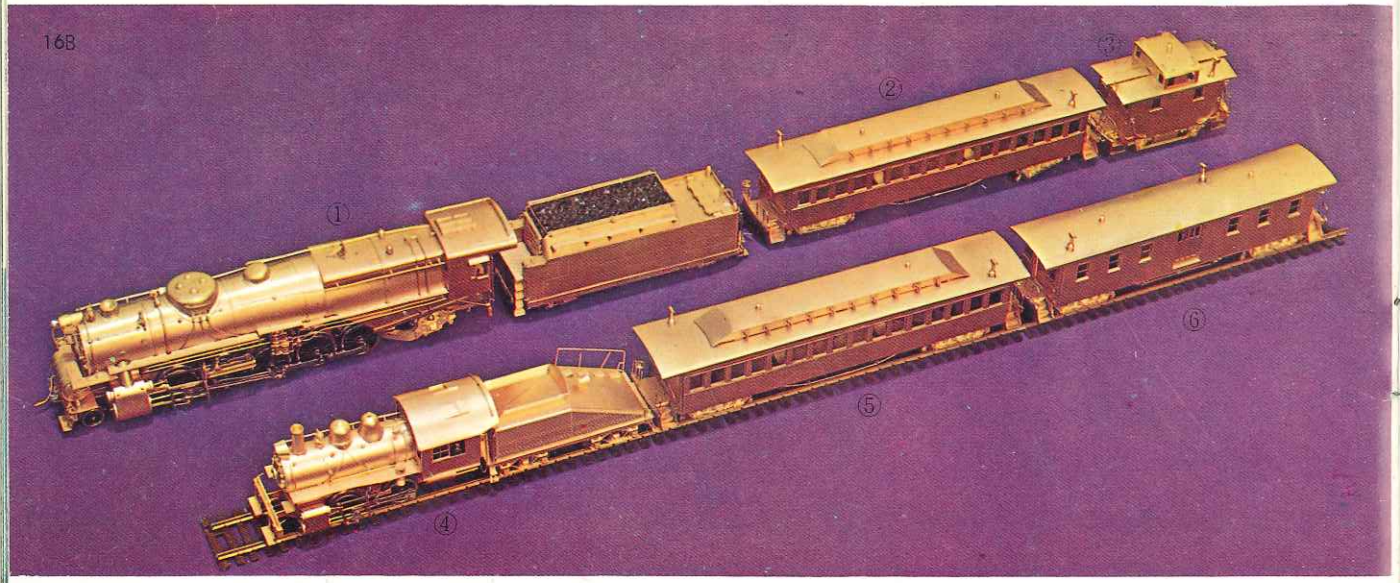
ROCODAYA CO., LTD.

WHO'S FASTEST ?

16A



16B



16A PRR 2-6-0 Locomotive, O Gauge, rail width 32.5 mm, 16V power pack control

16B ① PRR 2-10-2 Locomotive, HO Gauge rail width 16.5mm, 16V power pack control

② ⑤ Passenger car, HO Gauge

③ Reading 4-wheel caboose car, HO Gauge

④ B & O 0-40 C16a Switcher locomotive, HO Gauge

⑥ Paul & Pacific coach car, HO Gauge

SAMHONGSA CO., LTD.

17B ① 11″ Cadillac Car
② 11″ B/O Cadillac Car
③ 7½″ with two moving Light & Siren
④ 7½″ Rally Car
⑤ 9½″ Ford Police Car
⑥ 7½″ Rally Car (wind up type)
⑦ 7½″ with two moving Light & Siren
⑧ 7½″ Taxi Car
⑨ 7½″ with two moving Light & Siren

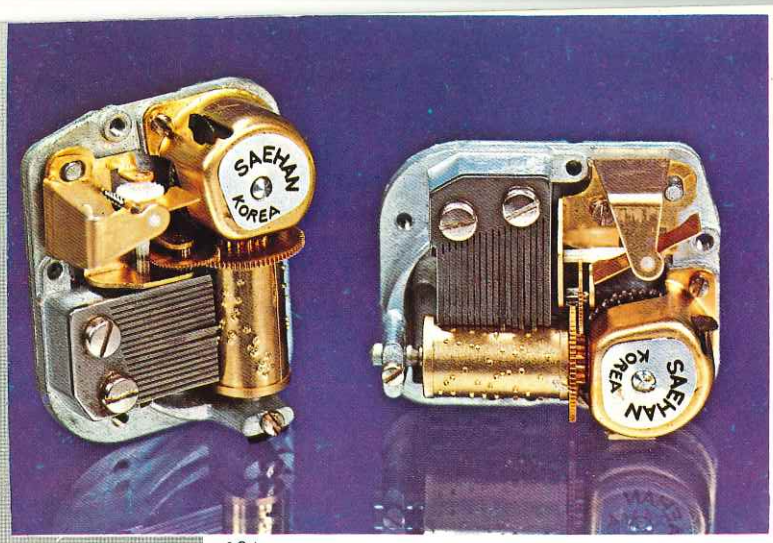
SAM HWA TOYS CO., LTD.

17A ① ② Bus
③ Space explorer (battery operated)

SAM HWA TOYS CO., LTD.

17C ① 8″ B/O Jeep
② 7″ Bus
③ 8″ Jeep
④ Tricycle (wind up type)
⑤ 7″ B/O Bus
⑥ Train (wind up type)
⑦ Helicopter(wind up type)

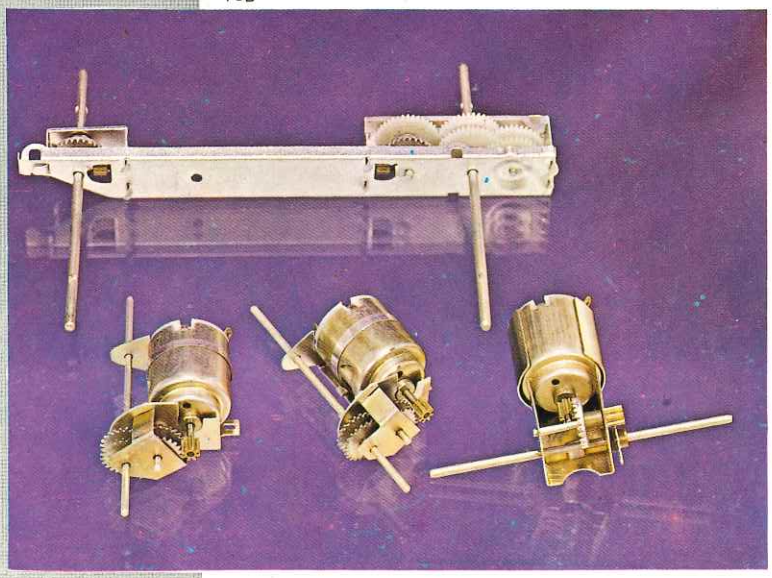
SAM HWA TOYS CO., LTD.



18A Orgel
18B Gear Set
SAEHAN PRECISION IND. CO., LTD.

18A

18B



18C Steel Toy Sewing Machine
CLOVER INDUSTRIAL CO., LTD.

18D

18D ① Mini microscope (902)
6cm×7cm×14cm,
Plastic body, ×150
② Baby glass,
11cm×9cm×4cm,
Plastic body, ×3.5
HAPDONG TECHNICAL CORP.

HOME, SWEET HOME

19A ① ② ④ ⑤
Candle holder,
small size, medium size
Various colors
③ Angel candle holder
CERAMIC DEVELOPMENT CORP. LTD.

19B

19B Shaker
① flog 53mm, 60g, ceramic clay
② fish 53mm, 60g, ceramic clay
③ Turtle 53mm, 60g, ceramic clay
④ Hen 53mm, 60g, ceramic clay
⑤ French dolls, ceramic clay
⑥ Pig 53mm, 60g, ceramic clay

19C Vase, ribbon flower mounted 3. 6″

CERAMIC DEVELOPMENT CORP. LTD.

19C

20A

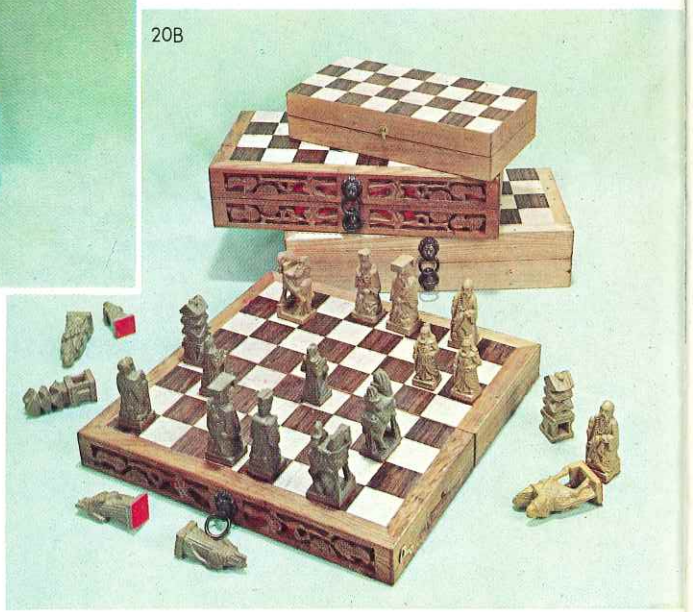
20A ① ② Napkin holder,
$4\frac{1}{4}'' \times \frac{1}{4}''$, decoration
title mounted on,
various colors
③ Bum valet,
9″ various colors
④ ⑤ Trivet, $4\frac{1}{4}'' \times 4\frac{1}{4}''$
decoration tile mounted on,
castiron framed,
various colors

CERAMIC DEVELOPMENT CO., LTD.

20B Chess, Size $1\frac{1}{2}'' \sim 4''$
available material: soft stone
Style: European, American,
Korean

KOREAN TRADING CO., LTD.

20B



20C ① Hen
② Baby
③ Elephant (Saving Box)
④ Egg Pot
⑤ Fire Car

CERAMIC DEVELOPMENT CORP. LTD.

20C

21A ① Arirang bag
② Toothpick holder
③ Bird family
④ Three flowers, metal
⑤ Arirang purse
⑥ Cat & mouse
⑦ Apple tree, metal flower
⑧ Rose & cosmos, metal flower

KOREA TRADING CO., LTD.

21B ① Wooden toy
② Metal Flower
③ Fur Dog
④ Wooden toy
⑤ Wooden toy
⑥ Finger Traper
⑦ Wooden toy

21C Bamboo hair pins

KOREA TRADING CO., LTD.

PARTICIPANT'S LIST

CERAMIC DEVELOPMENT CORP. LTD.
DIAMOND TOY CO.
DISNEY TOY CORP.
HAN SHIN INDUSTRIAL CO.
KOREA TRADING CO., LTD.
LIM YANG MOOLSAN CO., LTD.
LUCKY CHEMICAL CO., LTD.
SAMHWA TOYS CO., LTD.
SO YEA INDUSTRIAL CO.
YOO POONG TRADING & IND. CO., LTD.

STUFFED TOYS

AE KEE INDUSTRIAL CO., LTD.
C. P. O. Box 5523 Seoul, Korea
K. P. O. Box 0698 Seoul, Korea
Tel. 73–2263

ANDERSEN
54-24, 2-ga Myung-dong, Choong-ku, Seoul, Korea
Tel. 23–1049

CHON MA HANDICRAFT CO., LTD.
I. P. O. Box 3428 Seoul, Korea
Tel. 62–3856~9 (61)

DANA INTERNATIONAL LTD.
I. P. O. Box 2608 Seoul, Korea
Tel. 24–3181~6

DISNEY TOY CORP.
I. P. O. Box 3827 Seoul, Korea
Tel. 23–0721~4, 28–3543

DONGAH TRADING CORP.
I. P. O. Box 1815 Seoul, Korea
Tel. 22–6672, 23–5973

DONG CHANG COMMERCIAL CO.
C. P. O. Box 4075 Seoul, Korea
Tel. 22–2625

DOO SAN INDUSTRIAL CO., LTD.
K. P. O. Box 280 Seoul, Korea
Tel. 72–5331~9

HAN KANG TRADING CO., LTD.
K. P. O. Box 591 Seoul, Korea
Tel. 72–1110

HAN MYUNG INDUSTRIAL CO., LTD.
I. P. O. Box 1593 Seoul, Korea
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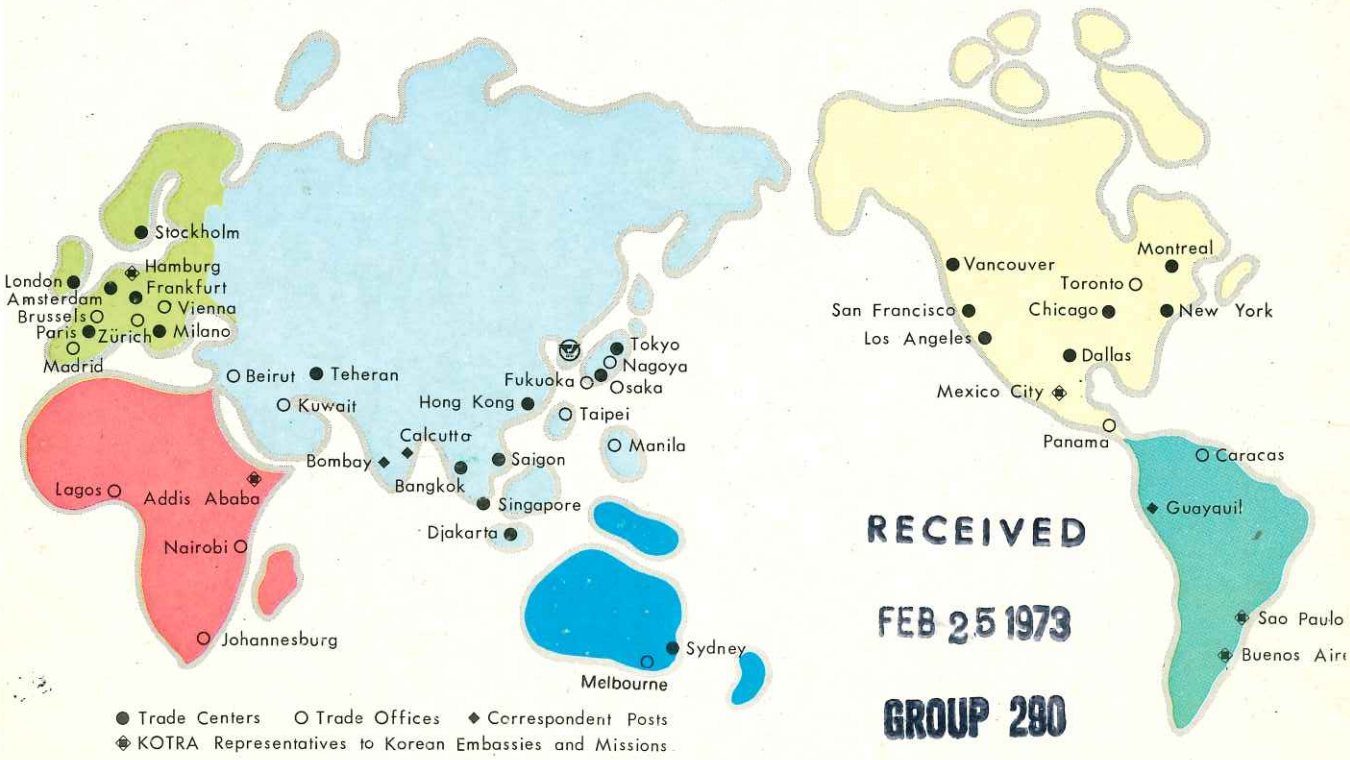

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Correspondent Posts

ECUADOR: Mr. Bum Jae Lee, Correspondent, Korea Trade Promotion Corp., P.O. Box: 6680, Guayaquil, Ecuador

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